

ARIZONA HISTORICAL ADVISORY COMMISSION

February 28, 2006

MINUTES

The Arizona Historical Advisory Commission (AHAC) met at 1:00 pm. on February 28, 2006 at the Arizona State Library, Archives and Public Records, in the Director's Office Conference Room, at 1700 W. Washington, Suite 200, Phoenix, Arizona 85007.

ATTENDANCE

Members

Shelley Cohn
Arizona Commission of the Arts
John Driggs, Chairman
Phoenix Heritage Commission
Jim Garrison, State Historic Preservation Officer
State Historic Preservation Office, Arizona State Parks
Melodee Jackson, Director, Constituent Service
Office of the Governor
Catherine May, Senior Historical Analyst/Archivist
Salt River Project
Richard Sims, Director
Sharlot Hall Museum
Betsy Stunz-Hall, Representative
Arizona Library Association
GladysAnn Wells, Director
Arizona State Library, Archives and Public Records
Beth Vershure, Station Manager, KAET-TV Channel 8
Arizona State University
Juliana Yoder, Executive Director
Arizona Humanities Council

ABSENT

Members:

Anne Woosley, Executive Director
Arizona Historical Society
Noel J. Stowe, Chair/Professor of History
Arizona State University
Hartman Lomawaima, Director
Arizona State Museum
Ken Travous, Director
Arizona State Parks

Guests: David Tatum,
Arizona Historical Society
Martin Shultz (602-370-5698)
Vice President Government Relations
Pinnacle West Capital Corporation/APS
Jo Marie McDonald (602-254-7477)
Vice President, Phoenix Community Alliance (PCA)
Donald Keuth (602-254-7477)
President, Phoenix Community Alliance
Tom Smith (602-941-5239)
Legislative Governmental Mall Commission Chair
Steve Gervais (602-250-2926)
Pinnacle West

CALL TO ORDER

Chairman Sims called the meeting to order at 1:15 pm.

APPROVAL OF MINUTES

January 31, 2006 Meeting Minutes

GladysAnn - One correction made by Mike Braun to the minutes of January 31, 2006: On page 6, the fourth paragraph down, the fourth line in the paragraph, is the word "able" It should be replaced by "required." – Correction has been made.

Motion: Garrison motioned, and Stunz-Hall seconded, that the minutes of the January 31, 2006 meeting be approved as corrected. The motion passed.

INTRODUCTIONS/ANNOUNCEMENTS

Chairman Sims welcomed Tom Smith, the Chairman of Legislative Governmental Mall Commission, and others interested in the revitalization of the Capitol Mall. He then rearranged the agenda to accommodate the guests to present on the Capitol Mall Revitalization.

Steve Gervais summarized a report from student studios at ASU-COD. The report contained students' ideas and recommendations including:

- Recast the legislative core from east of the historic Capitol to west of the nine-story Executive Tower at 18th Avenue. Create a new, north-south orientation with new Senate and House complex and new state office and commercial buildings near 19th Avenue and Van Buren.
- Line Washington Street with Arizona flags, placing these signs on bus stops, traffic lights and kiosks as an immediate, impactful streetscape design signaling the historic import of the area.

- Pursue greater residential development, affordable housing and strengthening of the Woodland Park neighborhood. Fill up the vacant and underutilized land and fix up the dilapidated housing.
- Construct strategically located parking garages while utilizing the surface lots for more intense development throughout the mall area, particularly west of the Executive Tower, an area commonly seen today as the Capitol's back door.

Steve Gervais described the Flag Walk Project to be part of the Centennial Celebration – line Washington with Arizona Flags from downtown to the Capitol. Steve asked this Commission to add the Capitol Mall revitalization to the list of Centennial projects and to sanction this project as one of our projects.

Marty Shultz, VP of Government Affairs Pinnacle West Capitol Corporation and Chairman of the Phoenix Community Alliance (PCA) Capitol Mall Task Force, suggested the development of a comprehensive conceptual master plan to revitalize the Capitol Mall District.

Marty believes with the help Senator Smith, Chairman of the Legislative Governmental Mall Commission, they now have enough critical mass of individuals and agencies to get started on the conceptual plan for AZ Capitol Mall. The State Government has some responsibilities for State buildings and the lands that they own. The City of Phoenix has some responsibilities for the streets and some of the other aspects of the mall but they do not have full responsibilities. The Phoenix Police Department handles some the security issues but the Capitol Police handle some of the other security issues. The County does not have responsibilities but they are now moving west of 7th for various County facilities and services and construction. They just completed the construction of the Forensic Science Center (morgue). The building just to the east of Sandra Day O'Connor building is the Phoenix Crime Lab.

Marty stated the Arizona Republic said the Capitol Mall is a “Disaster Area”. Stakeholders are very interested in doing something about the Capitol Mall. Senator Smith called a meeting of leadership and interested parties. Marty asked Steve Gervais to coordinate preparation of the master plan for the mall. Steve has 18 years of development experience with SunCor and an expertise in this whole area. He is gaining the support of the people of the City, State, and County Government and the private sector.

Marty wanted to know if there was a process they have to go through or if we need more data or information. They would like this to become one of this committee's key projects. Ideally in six months, they will have a conceptual plan for the mall with the buy-in of all interested parties and in another six months come up with a financial plan. In the first five to six years, make significant progress towards the Centennial Celebration. Marty ended his presentation by saying he is looking forward to support since Phoenix is the largest capital city in the United States. They are committed to making this a great improvement, from a tourist standpoint and a functional standpoint. It's not just up to the city, state, and county government or private sector to pay for it; it will take a combination of investments.

Chairman Sims asked if there was any discussion from the Commission regarding what to endorse since we are still defining our own criteria.

Melodee Jackson asked where exactly the district started...7th Avenue to 19th Avenue....Van Buren to Jefferson? Also wanted to know what happened to the hotel on 7th Avenue and Washington?

Marty said 19th Ave to 7th Ave, Van Buren to Harrison or the tracks.

PCA, along with Downtown Phoenix's Partnership, is contemplating affordable and major development housing project behind the Corporation Commission Building. Land prices are skyrocketing because developers know this is the next major development project. Light rail will be coming to this area in the near future.

John Driggs said that as an example, in 1970, City Hall was going to work on the Governors Mall to include Police and Fire Safety but not much has happened. This committee should not let too much time elapse.

Shelley Cohn asked how urgent is this project to endorse now? We are in the middle of developing what our criteria are. She has no concerns and ultimately hopes we would endorse but feels awkward endorsing something that we haven't established what our criteria are and does not want to put barriers in front of their project but does not want to leapfrog to something we are not quite ready for.

Marty said they would like to have the project tentatively approved and endorsed subject to final review after we have completed our final criteria.

John Driggs: "Mr. Chairman, so moved."

GladysAnn Wells asked John to hold on to his motion. As a point of information, in addition to what Shelley's concerns and suggestions, she encourages revitalization but was a little concerned about not knowing all the details before endorsing. For example, the Carnegie is mentioned, which is a major concern to us. She may love the plans, may not be up to her but there is a long ways between here and there both in terms of all of us understanding the details of all their wonderful work. Said it was wonderful that they all came to talk to us so we can be at the table together while we are finalizing our criteria.

John Driggs said the right words needed to be to carefully drafted into the resolution but still a far cry from precise details.

Marty said they wanted to get to the committee early since they wanted to get to work early and wanted us on the record early as recognizing and endorsing the revitalization of the Capitol Mall. They are six months away from the conceptual master plan and the last thing we would want to happen as a commission is for them to show up 6 months from now – they wanted us to be on record early recognizing this that this would be consistent with our criteria.

Melodee has no problem voting an endorsement today but we are not going to get intricately involved in endorsing every detail. What we are looking at is endorsing concepts which embrace the spirit of the centennial. At some point in time we have to do something and this might be a good place to start.

John Driggs said we could get on with the voting on the exact wording, vote in concept that it be carefully drafted in the next day or two and then circulated within the commission and without objection, it would stand.

Catherine May said what Melodee had to say is precisely what we need to be talking about blessing on the concept and asking for some time from this group to finalize our criteria discussion and then come back with a permanent final endorsement.

John Driggs asked if it is a general resolution we can pass today. A general resolution and support that they can share – we are the most visible group and for us not to say something now is useless.

Chairman Sims said we are trying to get there.

GladysAnn would like to offer a friendly amendment to the motion. She would like to have a link on the official AHAC Centennial Website to the master plan site as another conduit for public information. If you go into www.azcentennial.gov there is a whole section for partners and this is the kind of stuff we need to start infusing into the website so people will start to think of the Centennial Website as the place they go to look for what's happening.

Chairman Sims said he trusts this discussion has lead toward the unanimous vote.....

John Driggs motioned and Melodee Jackson seconded the motion.

The Commission endorses revitalization of Arizona's Capitol Mall as part of the Centennial Celebration.

Jim Garrison - The only comment is that the students and ASU incorporated as many historic properties that they were aware of within the Capitol Mall area. They were working the data on hand and not including a survey of the Capitol Mall area to ensure the historic properties are identified and as bad as it looked, the Weston Hotel was a listed property. It was listed on the national registry of historical places. It was the site of the original classes of the Phoenix Indian School. A main concern would have to be the trees on Washington, the palm trees to the Capitol building need some consideration and the Flag Project is a wonderful idea but it needs to be worked together in concert with an understanding of the historic nature of the place that it's being done at. Has no problem moving forward with the plan but wants it understood that everything historic has not been identified within the study area and that should be part of the planning process.

Steve Gervais – this ASU students' report is ideas and concepts only, some of the ideas will be used but most won't. He is also working with the City Historic Perseveration Office to identify

all the historic projects in the Capitol Mall District. A survey will be done before they embark on any detail of plans.

Driggs: Wanted to ask Jim if he would feel more comfortable if attached to the motion was some phrase subject to....

Jim said No, the State Historic Preservation Act requires the plan to be reviewed by the preservation, he was just making the statement we cannot, and he agrees that when he was at ASU what they worked on Rio Salado Project and what they worked on in Tempe is not what they worked on. Student work is student work and real work is real work. There is a historical reason to study and determine what is worthy of preservation as the plan develops.

The yeas have it and they have our blessing....GladysAnn abstained from voting.

DISCUSSION/ACTION

Finding the Center: Revisit the Mission

Chairman Sims wrote ideas/suggestions on the board from board members on the one thing we could do to get back on track on the Centennial Commission as a body to continue good productive work and be ready for statehood. Those ideas included:

- Defining Legacy Projects
- Outreach Statewide
- Each group represented here links to website: www.azcentennial.gov
- Defining Legacy Projects and encouraging potential projects
- Connect the dots with the work we have done (mission statements, etc) and get it on the website.
- Develop strategies for outreach statewide
- Specific criteria and one page form on website for interested projects.
- Give local government a tool to begin their Centennial process
- Get the committees working
- Develop Logo/Branding

DISCUSSION/ACTION

Commission By-Laws:

Chairmen Sims wants to discuss the Commission By-Laws today and pass them as a motion at our next meeting.

Jim said that they put together a set of By-Laws following *Roberts Rules of Order* – they did not reinvent any wheel. They worked hard at keeping the body as functional as it could be with out putting a lot of restrictions on it. As time goes on we can put restrictions on it with an amendment. They tried to keep it basic.

Shelley: Under Objectives would like the inclusion of Arts, along with history heritage and history preservation that was written into the first bill. (Article II: Objectives)

Chairman Sims asked: So you would have writing and teaching at this stage and Arts, History, Heritage and History Preservation in section 2 and section 4? Will vote on at this the next meeting – Roberts says we have to discuss Bi-Law changes one meeting and vote on it the next meeting.

GladysAnn suggested someone take a look at the section which states “Members of the AHAC shall serve without compensation but those employed by the state shall be reimbursed for travel and subsistence by the department or agency they represent” (Article III: Members, Section 7). GladysAnn is not sure we can legally do that now with the change in the bill. Have something in the By-Laws about how travel reimbursement is going to be handled. It would have to state that it would have to be handled with prior approval from both the Director of Library and Archives, the Chair, the commission and it would have to be pertaining to the business, it would have to follow the state rules and regulations, it would have to be on our prescribed form, does not want it to be that just because someone talks about the centennial at a meeting they would get reimbursed.

Shelley agreed with GladysAnn.

John Driggs referring to last year’s bill said that 5 members of this commission were the only ones to be reimbursed for travel.

GladysAnn stated that that was the original language of the commission and it had to do with a lot of the other commissions work. That language was put in the wrong section of the Bill.

John said that anything could be amended.

GladysAnn said that we are stuck now and we have to do the best we can. The way the language is written now we do not have access to the private money raised for either the administration of the commission or for the reimbursement. That language was put in the totally wrong section.

Licensing:

Chairman Sims stated that developing a Logo (which has yet to be fully developed) for licensed products, puts us in the retail game. Asked Shelley if they have ever attempted to control products, copy rights products in the Arts Commission. In this case the Centennial Logo.

Beth said Channel 8 licenses things all the time. You have to engage a law firm to do a search, they provide you with the necessary paper work then you register it.

Chairman Sims said the objective is to control the Centennial Logo. It lets people know that's our endorsement.

Beth asked if that meant people who use the logo are ones which have been endorsed by this commission.

Chairman Sims said that he's talking about all of it....a centennial product is only official if it has our licensed logo on it and if we get ten cents for every sale of it to give it a plug.

Beth stated you'd have to pursue legally everyone who puts it on everything and just because you have it trademarked doesn't mean no one else will use it.

Chairman Sims stated the objective is to somehow make money from it for us by selling and controlling licensed products.

Betsy said the Arizona Library Association has hooked up with Café Press and sold various tee shirts and lunch boxes that had the logo – they did not do any of the licensing stuff. They did it over the internet. Not sure if you have a distinct logo if you need to license it. They did not, to her knowledge.

Jim Garrison said State Parks faced a huge trade marking with Kartchner Caverns and there were violations of use of that word and State Parks spent a lot of time and effort to get that under control. Other people wanted to use the word Kartchner

Beth said that there were two distinct things, one where you originate products with your trademark logo and reap the benefits of sales of that product. The other is where you license your logo for others use for their compensation.

Chairman Sims stated he wanted us to take the high road and make money. – Can we do this? We will have more discussions, have to talk to intellectual copyright attorneys, intellectual rights....

Jim said that if we do have criteria and are endorsing products with whatever the official logo is will let people know what the endorsement. The sooner the better

Beth said it's one thing if you want to create product with your logo on it like a seal of approval and another thing to get money back.

Chairman Sims asked if the commission would be interested in working with different outfits to create products – is it too far reaching or even a notion we need to explore?

Beth said she thinks it's too far reaching to explore and extreme.

Jim agreed. He thinks a good idea and it has merit. He thinks we should find the requirement for licensing.

Shelley said we need to be realistic about how much money this is going to generate because there is the actual cost of the product, the marketing of it, the design of it, the fulfillment of it. It's more of an awareness promotion tool as much as a fundraising tool.

Beth said the only R&D worth doing in this area is approaching people who do this for a living and if they come back with a proposal that seems worth doing and we will reap some benefits then we should consider it.

Chairman Sims said we can make money in both areas, licensing and product or have a licensing product i.e. a centennial bolo tie.

Beth said she is not overly optimistic about this being a money making revenue stream for this organization. Ideally someone would approach us and say I have this great idea.....then we could entertain a proposal of how it would work.

Chairman Sims said already people are coming at us with ideas.

Jim said he believes the logo would have to be controlled because it is the official endorsement whether it is licensed in a project or used in literature in a project it needs to carry the same value.

Beth said a lot of people will take the logo and run with it.

Commission Membership:

Chairman Sims said we are still recruiting for this commission as people cycle off in a year or two or three. Who have you talked to who is interested in this committee, i.e. Jim Babbitt in Flagstaff is ready to go....Stuart Roseburg has a son who is also interested, he runs development in Orem Schools...I've been telling them to stand by.

Beth said she is not because she is not sure what we need. Is it a development wizard, local designer?

Chairman Sims said we need all those committees in the By-Laws populated.

Beth said it's easy to populate those committees, it's harder to get them to run with the committee.

John said he recalls when this committee first came up Mr. Babbitt's name came up early and he has demonstrated an interest and he's ready to add his name to this commission.

Chairman Sims said he's not ready yet because he's not sure what he wants Jim to do. We need to revisit the purpose of our committee as listed in the By-Laws and think of the best people for those assignments.

Chairman Sims asked former Governor Raul Castro if he would take an honorary role and not necessarily on any committee and he thought the committee should include all former living ex-Governors and other distinct people through out the state. When all committees are populated there is a balance between public sectors and private sector people just like we want a balance between public sector money and private sector money.

GladysAnn said she recalled an earlier discussion regarding the need for balancing north, south, east, west, rural, private, public, arts, and history. We really don't want to fill the positions with high level people to go through the birthing pains. We want to be able to tell them, OK this is our plan and say go forth just like John has done with the Legislature.

Chairman Sims asked how many positions are still vacant?

GladysAnn said we may have up to twenty positions and right now we have 14 positions available.

Chairman Sims said right now the committee can recruit 6 people

Jim said the committee resolved two meetings ago the mission statement and the criteria.

John suggested we keep focused on the ideas of any appointments that we make in the near future that they be made appointments to the commission and not rush into forming committees until we come up with a state wide plan. He thought the next thing we should do is come up with a statewide plan by the anniversary date of this commission, around April. He suggested an agenda item for next month be discussion of a statewide plan.

Chairman Sims asked John if we needed to have a discussion of a statewide plan if we are going to have a discussion of strategizing outreaches.

John said we normally meet three hours and would like to devote some time next month to this discussion.

Chairman Sims said he would help guide the discussion but he thought we would be talking about the same thing.

John said he has spent a lot of time writing down ideas that could be elements for a statewide plan and he would be happy to discuss them individually with members of the committee between now and the next meeting. Who ever would be interested in brainstorming?

Chairman Sims said he has seen him develop some good talking points.

GladysAnn said John is correct and from the beginning he kept reminding us that there is statutory language that says we are supposed to have a plan. All the things on the board could be

conceivably elements of the plan as could the Legacy criteria, license or not to license. She will try to find time to work with John between now and the next meeting to make sure the overarching headset is there. Even if it's just an outline form of how we are going to receive visits like we did today.

Jim said there is a section in the By-Laws that address the plan. The three pieces are taken out of the legislation. We may want to add more meat to that piece of the By-Laws.

GladysAnn said there are additional responsibilities given under the proposed HB2371 – the funding responsibilities have to change because if we are going to have money too actually fund things as apposed to just anoint things we need to have a plan or sketch out some ideas the stakeholders can review. She would like to urge that as part of the agenda item identify some stakeholders that need to look a draft outline because we don't want to do this in isolation.

Chairman Sims asked Jim to list the committees listed on the By-Laws

Jim stated they were:

1. Historic Sites Review, which is a long standing committee by statute that is the committee by statute that advises him on the eligibilities of property.
2. Countdown to Centennial which is lobbied into that legislation.
3. Development
4. Marketing
5. Programs, Projects, Events are one committee. Jim is not sure if it needs to be more than one
6. Membership

Chairman Sims asked if Membership refers to the discussion we had a while ago which ensures we are not going to become a dues paying centennial membership organization.

GladysAnn asked Jim to look at the minutes because it seems we defined and redefined the committees several times since the By-Laws were written.

Shelley said in the last determination there would be a separate marketing for development

Jim said he does not remember if they split projects or events

GladysAnn said someone has to look at the minutes

Betsy said she would be willing to assist in the outline of the statewide plan.

Betsy will forward the Mission Statement to the committee that John and Julie did.

Catherine suggested that the handouts of the day be sent out in packets to missing members.

GladysAnn said we would take care of sending out packets of all the handouts to the all the people who did not attend.

Chairman Sims was ready to adjourn the meeting and GladysAnn asked if he was going to talk to Mr. Bennett about fixing some of the issues with the legislation.

Chairman Sims said he was going to walk over there after the meeting today.

Chairman Sims asked GladysAnn if she had any names for the six vacancies.

GladysAnn stated she had none to reveal or retain. She is not negotiating with anyone and she would bring names and places to the chairman and to the executive board to ask their opinion. She has not felt we were ready. She thought we should keep the birthing procedures to ourselves.

Everyone agreed.

AGENDA ITEMS FOR NEXT MEETING

- **Reconfirm Legacy Criteria w/Dec 20th minutes**
- **Reconfirm Mission Statement**
- **By-Laws – Vote**
- **Strategize outreach**
- **Names for committees (List on whiteboard)**
- **Work Shopping – How we outreach**
- **Outlining a draft for Statewide Plan – identify stakeholders, who should be keeping an eye on us.**

CALL TO THE PUBLIC

No members of the public present.

NEXT MEETING DATE

March 28, 2006 from 1:00 p.m. until 4:00 p.m. in the Director's Office Conference Room of the Arizona State Library, Archives and Public Records, 1700 W. Washington, Phoenix, AZ 85007

ADJOURNMENT

Chairman Sims adjourned the meeting at 3:00 pm.

Respectfully Submitted

Juanita Cason
Arizona State Library, Archives and Public Records

MEETING HANDOUTS

Agenda for the February 28, 2006 Meeting
Draft Minutes of the January 31, 2006 meeting
Pursue a centennial dream
Overview of the Capitol Mall District Revitalization Plan